



## Job Description

Job Title: RCPC – Breastfeeding Peer Counselor  
Department: WIC  
Reports to: WIC Breastfeeding Coordinator, WIC Manager  
FLSA Status: Non – Exempt / Part Time, Flexible Schedule including Weekends and Evenings  
Revision Date: March 9, 2021

---

### GENERAL POSITION SUMMARY

Under the direct supervision of the WIC Manager and the Breastfeeding Coordinator, the WIC Breastfeeding Peer Counselor (BFPC) is a mother who is breastfeeding or has breastfed her own child(ren), that works as a paraprofessional support person who gives basic breastfeeding information within the scope of the “normal breastfeeding experience” and encouragement to WIC pregnant and breastfeeding clients. This individual is not a medical professional and does not provide medical advice in any capacity.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Attend breastfeeding training classes to become a peer counselor
- Counsels WIC pregnant and breastfeeding mothers from a distance using various methods of communication including telephone, email, social media, and/or mobile texts
- Receives a caseload of WIC mothers and makes routine periodic contacts with all mothers assigned; reviews referrals on a minimum of weekly basis
- Gives basic breastfeeding information and support to new mothers, including informing them about the benefits of breastfeeding, overcoming common barriers, and establishing breastfeeding goals
- Must be available at various times of the day including evenings and weekends to provide support to mothers who are having breastfeeding problems
- Respects each client by keeping their information strictly confidential
- Keeps accurate records of all contacts made with WIC clients
- Refers mothers to additional professionals for ANY breastfeeding issue that does not resolve within 24 hours or that requires complex care:
  - a. Contracted IBCLC
  - b. WIC registered dietitian
  - c. CPA staff
  - d. Physician (mother’s physician or pediatrician)
  - e. Public health programs in the community
  - f. Social service agencies
- Attends and assists with prenatal classes and breastfeeding support groups
- Attends monthly staff meetings and breastfeeding trainings as appropriate



- Uses and implements training and material read in assigned books on breastfeeding that are provided by the WIC Department
- May assist WIC staff in promoting breastfeeding per counseling through special projects and duties as assigned

#### **Training:**

- Completes the Loving Support through Peer Counseling online or in person training
- Completes other training as assigned; RCPC WIC will offer the Peer Counselor one scheduled breastfeeding training per year
- Reads assigned books or materials about breastfeeding
- Attends breastfeeding classes and observes other peer counselors or lactation consultants helping mothers breastfeed if possible
- Alaska WIC program overview
- Confidentiality training
- Local agency orientation, policy training and requirements for employment screening
- Referral information and mandatory reporting requirements
- Orientation to breast pump policies
- Annual civil rights training

#### **Additional Duties**

- Assist in agency functions when required.
- Participate in WIC and agency meetings.
- May be required to travel short distances and work for small periods of time in other RCPC WIC locations, including Fort Wainwright and Eielson AFB. Long distance travel may also be required for training purposes.
- Other duties as assigned.

#### **KNOWLEDGE, ABILITIES AND SKILLS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Avid multitasking
- Detail oriented with a high level of accuracy; motivated and willing to take initiative
- Team oriented
- Maintain strict confidentiality
- Excellent oral and written communication skills
- Excellent interpersonal skills
- Dependable
- Experience and/or desire to work in a non-profit environment and with families and children

#### **MINIMUM EDUCATION/EXPERIENCE:**



- Has successfully breastfed at least one baby for at least 6 months (does not have to be currently breastfeeding)
- Is enthusiastic about breastfeeding and wants to help other mothers enjoy a positive experience
- Willing and able to work a minimum of 5 hours/week with a maximum of 15 hours/week with Breastfeeding Coordinator approval
- Works a flexible and remote schedule, including weekend and evening hours
- Reflects the population served in age, ethnicity, education and language
- Positive communication skills
- Ideally a current or previous WIC participant
- High school diploma preferred

**ADDITIONAL EDUCATION/EXPERIENCE PREFERRED:**

- N/A

**PHYSICAL DEMANDS**

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Prolonged sitting or standing for long periods of time.
- Frequent walking.
- Frequent bending, stooping, reaching, pushing and pulling.
- Occasionally will lift up to 20 pounds.
- Normal vision range.
- Frequent rapid mental/hand/eye coordination and manual dexterity.



**ACKNOWLEDGEMENT**

I acknowledge and understand that:

- Receipt of the job description does not imply nor create a promise of employment, nor an employment contract of any kind, and that my employment is at-will.
- The job description provides a general summary of the position, that the contents of this job description are job requirements and, at this time, I know of no limitations which would prevent me from performing these functions with or without accommodation. I further understand that it is my responsibility to inform my supervisor at any time that I am unable to perform these functions.
- Job duties, tasks, work hours and work requirements may be changed at any time.
- Acceptable job performance includes completion of the job responsibilities as well as compliance with the policies, procedures, rules and regulations of the Resource Center for Parents & Children, Inc.
- I have read and understand this job description.
- My supervisor has reviewed this job description with me.

Print Employee Name:

Print Supervisor Name:

Employee Signature:

Supervisor Signature:

Date:

Date:

---

*The above statements are intended only to describe the general nature and level of work to be performed by an employee assigned to this position. They are not intended to be construed either as an employment contract or as an exhaustive list of all responsibilities, duties, and skills required of persons so classified or assigned and are subject to change at the discretion of the employer.*